

## ABSTRACT OF THE DISCLOSURE

Targeted delivery of items with inventory management using a cluster-based approach or a rule-based approach is disclosed. An example of items is advertisements. Each item is allocated to one or more clusters. The allocation is made based on a 5 predetermined criterion accounting for at least a quota for each item and possibly a constraint for each cluster. The former can refer to the number of times an item must be shown. The latter can refer to the number of times a given group of web pages is likely to be visited by users, and hence is the number of times items can be shown in a given cluster. The invention is not limited to any particular definition of what constitutes a 10 cluster or item.

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